

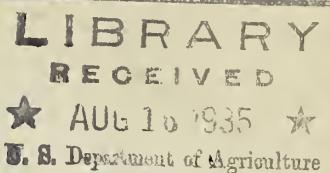
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HOUSEHOLD CALENDAR

The Midsummer Fruit and Vegetable Market



A radio discussion among K. M. Gopen, Radio Service; Wells A. Sherman, Bureau of Agricultural Economics; and Ruth Van Deman, Bureau of Home Economics, broadcast Thursday, July 25, 1935, in the Department of Agriculture period, National Farm and Home Hour, by NBC and a network of 50 associated radio stations.

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MR. GOPEN: Hello, everybody. We open the Department period today with the Household Calendar, Miss Ruth Van Deman presiding. She has with her Mr. Wells Sherman, who counsels with homemakers on fruit and vegetable supplies and prices. Ladies, Miss Van Deman.

MISS VAN DEMAN: Thank you, Mr. Gopen, and welcome to our household calendar group.

MR. GOPEN: It's really a pleasure, Miss Van Deman, to join your band. It's my first household program. And I know you'll enjoy me --- because I'm a bachelor and because I'm almost as unacquainted with the mysteries of home economics as Morse Salisbury, and equally eager to receive instruction.

MISS VAN DEMAN: Your questions shall be answered, Mr. Gopen; they shall be answered to the last shred of information available in the Bureau of Home Economics -- just as Mr. Sherman answers all my inquiries about fruits and vegetables.

Mr. Sherman, lots of fruits and vegetables have come to market since our last talk on the Farm and Home Hour. It was back in April, and I remember you told us what the prospects were for Gulf Coast strawberries and Carolina asparagus for our Easter dinners.

MR. SHERMAN: Yes, that was the season of long-distance shipments. Most of that is over now. This is the home-grown season for fruits and vegetables -- the time when most of the produce comes from near-by truck farms and orchards.

MISS VAN DEMAN: Of course, melons and peaches are exceptions to that rule. I had a honey dew for breakfast that, I think, grew up in Arizona.

MR. SHERMAN: Oh, yes, the melons in our eastern and northern markets come from the South and the far West. And up to now Georgia and Arkansas have supplied us with peaches. The season there is just about over, and the bulk of our peaches this week are coming from the Carolinas. Southern Illinois and Indiana are beginning to ship.

MISS VAN DEMAN: Then there's a good crop in all the peach regions this year.

(over)

MR. SHERMAN: Yes. Predictions are that Illinois and Indiana will have 5 or 6 times as many peaches as last year. And Michigan expects a much larger crop than in 1934. Colorado and Utah will probably ship about as many as they did last summer.

MISS VAN DEMAN: That's encouraging news for those of us who didn't get our canned peaches and our peach preserves put up from the early fruit. We'll still have chances to fill the pantry shelf?

MR. SHERMAN: Yes, if the family lives fairly far north, say on a line with Chicago; the great movement of perishable fruits and vegetables if from south to north, or west to east, not so much from north to south, or from east to west. But to go back to your question about the peaches, Miss Van Deman. When the cool rainy spells come in August and drive many families home from cottages at the sea shore or the lakes or the mountains, they'll probably find plenty of peaches in the market.

MISS VAN DEMAN: Good quality and reasonable in price?

MR. SHERMAN: Yes, unless some calamity befalls the late crop. So far this year peaches have been very good in quality, and prices have been reasonably good for the grower and not unreasonably high for the consumer.

MISS VAN DEMAN: That's a counsel of perfection we don't often achieve. Now what's the good word on sweet corn, Mr. Sherman?

MR. SHERMAN: This is the time for sweet corn, all right. From mid-July through August and September is the big sweet corn season, but sweet corn, to be good, has to be home grown. When you pick an ear of sweet corn from the stalk in the field, the life process does not stop. The sugar in the kernels keeps right on changing to starch. If sweet corn is shipped long distances it isn't much better than field corn.

MISS VAN DEMAN: So the sooner we can drop the ears of corn into the pot, and get them steaming hot on the table to eat with butter, the sweeter.

MR. GAPEN: But have a heart, Miss Van Deman. I'm new at this household calendar game, and remember I come from a part of the country famous for its sweet corn, fresh and canned. Besides I'm a bit hungry.

MISS VAN DEMAN: All right, Mr. Gapen, we'll break you in gently on these food talks. Mr. Sherman, what's the situation on tomatoes?

MR. SHERMAN: A local matter almost entirely from now until frost hits north of the Potomac and the Ohio rivers. It's a case of watching your local markets and figuring whether at the price per bushel it will pay you best to can your tomatoes at home or to depend on the commercial supplies. The prospects now are for a big commercial pack.

MR. GAPEN: Miss Van Deman, here's another question that gives me away as a newcomer. Don't you home economics people have bulletins telling exactly how to can tomatoes, and sweet corn, and peaches?

MISS VAN DEMAN: We certainly do, Mr. Gapen. I almost go around these days with a copy of the canning bulletin tied to my belt, so I can check up on the times and temperatures for every fruit and vegetable, when somebody asks me.

MR. GAPEN: And you send that canning bulletin to any homemaker who wants it, don't you?

MISS VAN DEMAN: Yes, indeed. Well, Mr. Sherman, I had one more question -- about grapes.

MR. SHERMAN: It's a little early to say much about grapes yet. Prospects seem to be good for our eastern slip-skins as well as the California varieties.

MISS VAN DEMAN: That's a cheerful note to end on. Thank you Mr. Sherman, and goodbye everybody, until the next Household Calendar day.

MR. GAPEN: Thank you, Miss Van Deman, for getting me properly introduced and oriented in the regular Household Calendar program. But really, I should have said earlier that, although I don't feel too much at home in a kitchen, still I'm known in some parts as "quite a meat cook." So when it's meat time on the Household Calendar, I promise you a lot of practical questions.

And thank you, too, Mr. Sherman, for the timely tips on fruit and vegetable supplies.

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